IN THE UNITED STATES DISTRICT COURT FOR THE WESTERN DISTRICT OF PENNSYLVANIA

| PLANT HEALTH CARE, INC., a Pennsylvania corporation, |) |
|--|--|
| Plaintiff, | Civil Action No. |
| V. |)) JURY TRIAL DEMANDED |
| ORGANIC PLANT HEALTHCARE, LLC, a North Carolina limited liability company, |)) TM Rg. ⁴ 3,213,47\$) 3,213,47\$ |
| Defendant. | 3,313,473) 3,619,67 |

COMPLAINT

Plaintiff, Plant Health Care, Inc., through its attorneys, Buchanan Ingersoll & Rooney PC, hereby complains of Defendant, Organic Plant Healthcare, LLC, as follows:

Jurisdiction and Parties

1. This is an action for infringement of United States Trademark Registration No. 3,213,474 for the trademark "PLANT HEALTH CARE", United States Trademark Registration No. 3,213,473 for the trademark "PLANT HEALTH CARE, INC." and United States Trademark Registration No. 2,619,263 for the trademark "PLANT HEALTH CARE, INC. and Design", arising under § 32 of the Lanham Act, 15 U.S.C. § 1114; for false designation of origin and unfair competition arising under § 43(a) of the Lanham Act, 15 U.S.C. § 1125(a); for federal trademark dilution arising under § 43(c) of the Lanham Act, 15 U.S.C. § 1125(c); for Pennsylvania state trademark dilution arising under 54 Pa.C.S.A. § 1124; and for unfair competition under the common law of the Commonwealth of Pennsylvania.

- Subject matter jurisdiction of this Court is properly vested under 28 U.S.C. 2. §§ 1331, 1338(a) and 1338(b). Venue is proper in this Judicial District under 28 U.S.C. §§ 1391(b) and 1391(c).
- Plaintiff, Plant Health Care, Inc. (hereinafter referred to as "PHC"), is a 3. corporation organized and existing under the laws of the Commonwealth of Pennsylvania, having a place of business at 440 William Pitt Way, Pittsburgh, Pennsylvania 15238.
- On information and belief, Defendant, Organic Plant Healthcare, LLC (hereinafter 4. referred to as "ORGANIC"), is a limited liability company organized and existing under the laws of the State of North Carolina, having a place of business at 626 W. Charles Street, Matthews, North Carolina 28105. ORGANIC's products may be purchased through its website at "www.organicplanthealthcare.com" and, thus, ORGANIC is doing business within the Commonwealth of Pennsylvania and this Judicial District.

Allegations of Fact

- PHC is the owner of United States Trademark Registration No. 3,213,474 for the 5. trademark "PLANT HEALTH CARE" for a "house mark for a full line of biological fertilizers and soil conditioners for domestic, agricultural, commercial and horticultural use". A copy of a report from the TESS database of the United States Patent and Trademark Office for Trademark Registration No. 3,213,474 is attached hereto as Exhibit A.
- PHC is the owner of United States Trademark Registration No. 3,213,473 for the 6. trademark "PLANT HEALTH CARE, INC." for a "house mark for a full line of biological fertilizers and soil conditioners for domestic, agricultural, commercial and horticultural use". A

copy of a report from the TESS database of the United States Patent and Trademark Office for Trademark Registration No. 3,213,473 is attached hereto as Exhibit B.

- 7. PHC is the owner of United States Trademark Registration No. 2,619,263 for the trademark "PLANT HEALTH CARE, INC. and Design" for a "house mark for a full line of biological fertilizers and soil conditioners for domestic, agricultural, commercial and horticultural use". A copy of a report from the TESS database of the United States Patent and Trademark Office for Trademark Registration No. 2,619,263 is attached hereto as Exhibit C. PHC's trademarks registered under United States Trademark Registration Nos. 3,213,474; 3,213,473 and 2,619,263 will be collectively referred to herein as the "PLANT HEALTH CARE marks".
- 9. PHC manufactures and sells a complete line of biological fertilizers, soil conditioners and other naturally-based products for agriculture, commercial landscaping and land reclamation industries under the federally registered PLANT HEALTH CARE marks. In connection with the sale of such products, PHC provides full-scale technical support services to help customers use its products to their full potential and to successfully adopt PHC's practices also under the federally registered PLANT HEALTH CARE marks.
- 10. Since at least as early as 1995, long prior to the acts of ORGANIC complained of herein, PHC has sold biological fertilizers, soil conditioners and other naturally-based products for agriculture, commercial landscaping and land reclamation industries and has provided technical support services to help customers use its products to their full potential and to successfully adopt PHC's practices under the PLANT HEALTH CARE marks throughout the United States and the world, including the Commonwealth of Pennsylvania.

of quality products and related support services.

- 11. Since long prior to the acts of ORGANIC complained of herein, the aforesaid
 PLANT HEALTH CARE marks have been extremely well-known among consumers as a source
- 12. By virtue of the aforesaid extensive use, advertising and promotion, and long prior to the acts of ORGANIC complained of herein, PHC's aforesaid PLANT HEALTH CARE marks have become famous and acquired a strong secondary meaning among purchasers of biological fertilizers, soil conditioners and other naturally-based products for agriculture, commercial landscaping and land reclamation industries who have come to recognize the PLANT HEALTH CARE marks as signifying PHC. The PLANT HEALTH CARE marks have become assets of substantial value to PHC as a symbol of their quality products and their goodwill, and the PLANT HEALTH CARE marks are recognized throughout the United States by the public and business customers who associate the PLANT HEALTH CARE marks with PHC.
- 13. PHC now owns a most valuable goodwill which is symbolized by its aforesaid PLANT HEALTH CARE marks, and the use of said marks substantially increases the value of PHC's business and the salability of the goods sold under the marks.
- 14. On information and belief, ORGANIC is selling and offering for sale fertilizers, soil conditioners and other organic-based products for commercial and residential use under the name and designation "ORGANIC PLANT HEALTHCARE". Copies of pages from ORGANIC's website illustrating such use are attached hereto as Exhibit D.
- 15. ORGANIC's use of "ORGANIC PLANT HEALTHCARE" as a company name and as a designation used on or in connections with its fertilizers, soil conditioners and other organic-based products for commercial and residential use incorporates entirely PHC's well-known and widely recognized "PLANT HEALTH CARE" name and federally registered mark.

- ORGANIC's use of the aforesaid "ORGANIC PLANT HEALTHCARE" name 16. and designation falsely and deceptively represents that its fertilizers, soil conditioners and other organic-based products emanate from PHC, or as being connected with, sponsored or approved by PHC, and is likely to cause, and has caused, confusion with PHC's use of its aforesaid famous PLANT HEALTH CARE marks or otherwise to cause deception or mistake as to the source, sponsorship or approval of ORGANIC's aforesaid fertilizer and soil conditioner products.
- The fertilizer and soil conditioner products of ORGANIC sold under the 17. "ORGANIC PLANT HEALTHCARE" name and designation travel in the same channels of trade as PHC's fertilizer and soil conditioner products sold under its PLANT HEALTH CARE marks. ORGANIC's customers receive the same trade publications, catalogs, advertisements and products as customers of PHC.
- In separate correspondence, PHC informed ORGANIC of its rights in PHC's 18. PLANT HEALTH CARE marks and demanded that ORGANIC cease and desist all use of the "ORGANIC PLANT HEALTHCARE" name and designation. Despite PHC's demands, ORGANIC continues to sell and offer for sale fertilizer and soil conditioner products under the "ORGANIC PLANT HEALTHCARE" name and designation in direct contravention of PHC's rights.
- On information and belief, ORGANIC's conduct is a knowing, intentional and 19. willful attempt to deceive the public and trade upon the trademarks and goodwill of PHC by selling, or enabling others to sell, ORGANIC's fertilizer and soil conditioner products as products of PHC or as associated products, because ORGANIC has ignored PHC's inquiries and requests to cease and desist its actionable conduct.

20. The aforesaid acts of ORGANIC, unless enjoined by this Court, will continue to cause great and irreparable injury to PHC.

Count 1 - Federal Trademark Infringement

- 21. PHC incorporates the allegations of paragraphs 1-20 as if fully set forth herein.
- 22. The use of "ORGANIC PLANT HEALTHCARE" by ORGANIC is likely to cause mistake and confusion in that members of the public are likely to believe that ORGANIC's fertilizer and/or soil conditioner products were manufactured by or under license from PHC. Accordingly, the sale and offer for sale of such products constitutes willful and intentional infringement of PHC's United States Trademark Registration Nos. 3,213,474 for the federally registered trademark "PLANT HEALTH CARE"; 3,213,473 for the federally registered trademark "PLANT HEALTH CARE, INC."; and 2,619,263 for the federally registered trademark "PLANT HEALTH CARE, INC."; and Design" under the United States Trademark Act, 15 U.S.C. §§ 1051-1127.

- (a) That ORGANIC be adjudged to have infringed United States Trademark Registration Nos. 3,213,474; 3,213,473 and 2,619,263;
- (b) That ORGANIC be enjoined and restrained from the manufacture, sale and offer for sale of any fertilizer and/or soil conditioner product under the "ORGANIC PLANT HEALTHCARE" company name and/or designation or any colorable variations thereof;
- (c) That ORGANIC be required to pay to PHC its profits and PHC's damages for injuries sustained by PHC as a result of ORGANIC's infringement of PHC's registered

trademarks, in an amount to be determined at trial, together with interest pursuant to 15 U.S.C. § 1117;

- (d) That ORGANIC be required to deliver to PHC for destruction all products, labels and other packaging and advertising which bears the "ORGANIC PLANT HEALTHCARE" name and/or designation;
- (e) That ORGANIC be required to remove from its website all pages containing
 "ORGANIC PLANT HEALTHCARE";
- (f) That ORGANIC be required to cancel the domain name "www.organicplanthealtheare.com";
- (g) That PHC may have a judgment for costs, including its reasonable attorneys fees;
 and
- (h) That PHC may have such other and further relief as the equities of the case may require and to the Court may seem just.

Count 2 - Federal Unfair Competition and False Designation of Origin

- 23. PHC incorporates the allegations of paragraphs 1-20 as if fully set forth herein.
- 24. ORGANIC's use of "ORGANIC PLANT HEALTHCARE" is likely to cause mistake and confusion in that members of the public are likely to believe that ORGANIC's fertilizer and/or soil conditioner products originate from or are being sold under license from PHC. Accordingly, the sale and offer for sale by ORGANIC of such products bearing or sold under the name "ORGANIC PLANT HEALTHCARE" constitutes unfair competition and false designation of origin in violation of § 43(a) of the Lanham Act, 15 U.S.C. § 1125(a).

- (a) That ORGANIC be adjudged to have violated § 43(a) of the Lanham Act;
- (b) That ORGANIC be enjoined and restrained from the manufacture, sale and offer for sale of any fertilizer and/or soil conditioner product under the company name and/or designation "ORGANIC PLANT HEALTHCARE" or any colorable variations thereof;
- (c) That ORGANIC be required to pay to PHC its profits and PHC's damages for injuries sustained by PHC as a result of ORGANIC's infringement of PHC's registered trademarks, in an amount to be determined at trial, together with interest pursuant to 15 U.S.C. § 1117;
- (d) That ORGANIC be required to deliver to PHC for destruction all products, labels and other packaging and advertising which bears the "ORGANIC PLANT HEALTHCARE" name and/or designation;
- (e) That ORGANIC be required to remove from its website all pages containing
 "ORGANIC PLANT HEALTHCARE";
- (f) That ORGANIC be required to cancel the domain name "www.organicplanthealthcare.com";
- (g) That PHC may have a judgment for costs, including its reasonable attorneys fees;
 and
- (h) That PHC may have such other and further relief as the equities of the case may require and to the Court may seem just.

Count 3 - Common Law Unfair Competition and False Designation of Origin

PHC incorporates the allegations of paragraphs 1-20 as if fully set forth herein.

26. ORGANIC's use of "ORGANIC PLANT HEALTHCARE" is likely to cause mistake and confusion in that members of the public are likely to believe that ORGANIC's fertilizer and/or soil conditioner products originate from or are being sold under license from PHC. Accordingly, the sale and offer for sale by ORGANIC of such products bearing or sold under the name "ORGANIC PLANT HEALTHCARE" constitutes unfair competition and false designation of origin in violation of the common law of unfair competition of the Commonwealth of Pennsylvania.

- (a) That ORGANIC be adjudged to have violated the common law of unfair competition of the Commonwealth of Pennsylvania;
- (b) That ORGANIC be enjoined and restrained from the manufacture, sale and offer for sale of any fertilizer and/or soil conditioner product under the name and/or designation "ORGANIC PLANT HEALTHCARE" or any colorable variations thereof;
- (c) That ORGANIC be required to pay to PHC its profits, and PHC's damages for injuries sustained by PHC as a result of ORGANIC's actionable conduct, in an amount to be determined at trial, together with interest;
- (d) That ORGANIC be required to deliver to PHC for destruction all products, labels and other packaging and advertising which bears the "ORGANIC PLANT HEALTHCARE" name and/or designation;
- (e) That ORGANIC be required to remove from its website all pages containing
 "ORGANIC PLANT HEALTHCARE";
- (f) That ORGANIC be required to cancel the domain name "www.organicplanthealthcare.com";

- (g) That PHC may have a judgment for costs, including its reasonable attorneys fees;
 and
- (h) That PHC may have such other and further relief as the equities of the case may require and to the Court may seem just.

Count 4 - Federal Trademark Dilution

- 27. PHC incorporates the allegations of paragraphs 1-20 as if fully set forth herein.
- 28. ORGANIC's use of "ORGANIC PLANT HEALTHCARE" has and will continue to dilute the distinctiveness of PHC's PLANT HEALTH CARE marks in violation of the Federal Dilution Act, 15 U.S.C. § 1125(c) (Lanham Act § 43(c)).

- (a) That ORGANIC be adjudged to have violated § 43(c) of the Lanham Act;
- (b) That ORGANIC be further adjudged to have willfully violated § 43(c) of the Lanham Act;
- (c) That ORGANIC be enjoined and restrained from the manufacture, sale and offer for sale of any fertilizer and/or soil conditioner product under the company name and/or designation "ORGANIC PLANT HEALTHCARE" or any colorable variations thereof;
- (d) That ORGANIC be required to pay to PHC its profits and PHC's damages for injuries sustained by PHC as a result of ORGANIC's dilution of PHC's registered trademarks, in an amount to be determined at trial, together with interest pursuant to 15 U.S.C. § 1117;
- (e) That ORGANIC be required to deliver to PHC for destruction all products, labels and other packaging and advertising which bears the company name and/or designation "ORGANIC PLANT HEALTHCARE";

"ORGANIC PLANT HEALTHCARE";

- (f) That ORGANIC be required to remove from its website all pages containing
- (g) That ORGANIC be required to cancel the domain name "www.organicplanthealthcare.com";
- (h) That PHC may have a judgment for costs, including its reasonable attorneys fees;
- (i) That PHC may have such other and further relief as the equities of the case may require and to the Court may seem just.

Count 5 - Pennsylvania State Trademark Dilution

- 29. PHC incorporates the allegations of paragraphs 1-20 as if fully set forth herein.
- 30. ORGANIC's use of "ORGANIC PLANT HEALTHCARE" has and will continue to dilute the distinctiveness of PHC's PLANT HEALTH CARE marks in violation of the anti-dilution law of the Commonwealth of Pennsylvania, 54 Pa.C.S.A. § 1124.

- (a) That ORGANIC be adjudged to have violated 54 Pa.C.S.A. § 1124;
- (b) That ORGANIC be further adjudged to have willfully violated 54 Pa.C.S.A. § 1124;
- (c) That ORGANIC be enjoined and restrained from the manufacture, sale and offer for sale of any fertilizer and/or soil conditioner product under the company name and/or designation "ORGANIC PLANT HEALTHCARE" or any colorable variations thereof;

- (d) That ORGANIC be required to pay to PHC its profits, and PHC's damages for injuries sustained by PHC as a result of ORGANIC's actionable conduct, in an amount to be determined at trial, together with interest;
- (e) That ORGANIC be required to deliver to PHC for destruction all products, labels and other packaging and advertising which bears the company name and/or designation "ORGANIC PLANT HEALTHCARE";
- (f) That ORGANIC be required to remove from its website all pages containing "ORGANIC PLANT HEALTHCARE";
- (g) That ORGANIC be required to cancel the domain name "www.organicplanthealthcare.com";
- (h) That PHC may have a judgment for costs, including its reasonable attorneys fees; and
- (i) That PHC may have such other and further relief as the equities of the case may require and to the Court may seem just.

A JURY TRIAL IS DEMANDED.

PLANT HEALTH CARE, INC.

Date: August 18, 2008

By: /s/ Bryan H. Opalko
Bryan H. Opalko
Pa. I.D. 86721
Lynn J. Alstadt
Pa. I.D. 23487
BUCHANAN INGERSOLL & ROONEY PC
One Oxford Centre
301 Grant Street, 20th Floor
Pittsburgh, Pennsylvania 15219
ph: 412-562-1893

fx: 412-562-1041 Attorneys for Plaintiff

OJS 44 (Rev 11/04)

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Filed 08/18/2008 Page 1 of 2

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. GEE INSTRUCTIONS ON THE REVERSE OF THE FORM.)

| (a) PLAINTIFFS Plant Health Care, Inc. | | | DEFENDANTS | Orga | nie Plan | t Healthcare, | LLC | | | |
|---|---|--|------------|---|---------------------------------|--------------------------------|--|---|--|-------------------|
| (b) County of Residence of First Listed Allegheny | | | | County of Residence of First Listed Defendant Mecklenburg | | | | | | |
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| (EXCEPT IN | US PLAINTIFF CASES) | | | NOTE. IN LAND C | ONDEAR | ATION CA | SES. USE THE LOCA | TION OF THE L | KVVII ON/ | LVED |
| (c) Attorneys Bryan H. C | opalko and Lyna J. Alstadt | | | Altomeys | | _ | | | | |
| Buchanan Ingersoll & Roone | y PC, One Oxford Centre, 2 | Oth Fl., Pittsburgh, PA 1 | 15219 | | | | | | | |
| (Firm Name | , Address, and Telephone N | umber) | | Attorneys (# Know | w) | | | | | |
| II. BASIS OF JURISDICTION | (Place on 'X" in On | e Box Only) | III cm | ZENSHIP OF PRINC | PAL P | ARTIES | | Place on "X" in O n ne Box for Defends | | atnull |
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| VI. CAUSE OF ACTION | Cite the U S Civil Statute | under which you are fi | ling (Do r | et cite jurisdictional | slatute | s unless : | diversity): 15 l | JSC sec 1114, | 1125 | |
| The Chose of Method | Brief description of cause: | Infringement of Trade | murk Reg | Nos 3,213,474; 3,2 | 13,473 (| and 2,619, | ,263 | | | |
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| VIII. RELATED CASE IF ANY | (S) (See instructions): | JUDGE | | | , ' | DOCKET | NUMBER | | | |
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JS 44AREVISED OCTOBER, 1993

IN THE UNITED STATES DISTRICT COURT FOR THE WESTERN DISTRICT OF PENNSYLVANIA

THIS CASE DESIGNATION SHEET MUST BE COMPLETED

| PART A | | | |
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| | | on the Fire Johnstown X Pittsburgh) calendar. DAR - If cause of action arose in the counties of Crawford, Elk, Erie, Forest, McKean. Venang | |
| OI | r Warr | en, OR any plaintiff or defendant resides in one of said counties | |
| | | CALENDAR - If cause of action erose in the counties of Bedford, Blair, Cambria, Clearfield plaintiff or defendant resides in one of said counties | Or |
| 3. Complet | e if on | ERIE CAL ENDAR: I certify that the cause of action arose in | County and |
| (| that th | e resides in | County. |
| 4 Complet | le if on | JOHNSTOWN CALENDAR: I certify that the cause of action arose in | County |
| and tha | t the | resides in | County. |
| PART B | (Yo | u are to check ONE of the following) | |
| 1. | This c | ase is related to Number Judge | |
| 2. 🛱 | This ca | se is not related to a pending or terminated case | |
| DEFINIT | IONS (| OF RELATED CASES: | |
| same issu | ies of | uses are deemed related when a case filed relates to property included in another suit or involves fact or it grows out of the same transactions as another suit or involves the validity or infringe yed in another suit | the ment |
| | | AIN: Cases in contiguous closely located groups and in common ownership groups which w | iil |
| len d ther | nselve | s to consolidation for trial shall be deemed related. | |
| | | US & CIVIL RIGHTS: All habeas corpus petitions filed by the same individual shall be deer se Civil Rights actions by the same individual shall be deemed related. | ned |
| PARTC | , | •••••••••••••••••••••••••••••••••••••• | |
| 1. CIVIL | CATE | GORY (Place x in only applicable category). | |
| 1. | Γ | Antitrust and Securities Act Cases | |
| 2. | Γ | Labor-Management Relations | |
| 3 | Γ | Habeas Corpus | |
| 4. | Γ. | Civil Rights | |
| 5. | X | Patent, Copyright, and Trademark | |
| 6. | Γ | Eminent Domain | |
| 7 . | Γ- | All other federal question cases | |
| В. | Γ | All personal and property damage tort cases, including maritime, FELA, Jones Act, Moto vehicle, products liability, assault, defamation, malicious prosecution, and false arrest | r |
| 9. | 厂 | Insurance indemnity, contract and other diversity cases. | |
| 10. | · | Government Collection Cases (shall include HEW Student Loans (Educatio | n), |
| | • | VA Overpayment, Overpayment of Social Security, Enlistment Overpayment (Army, Navy, et HUD Loans, GAO Loans (Misc. Types), Mortgage Foreclosures, S.BA. Loans, Civil Penalties and Coal Mine Penalty and Reclamation Fees.) | |
| I cert | ify tha | t to the best of my knowledge the entries on this Case Designation. Sheet are true and correct | |
| DATE | 106 | . 18, 2008 ATTORNEY AFTORNEY ATTAW DATE OF | |
| NOTE: PROCESS | ALL SED. | SECTIONS OF BOTH SIDES MUST BE COMPLETED BEFORE CASE CAN BE | |

UNITED STATES DISTRICT COURT WESTERN DISTRICT OF PENNSYLVANIA

| Plant Health Care, Inc | SUMMONS IN A CIVIL ACTION | | | | |
|---|---|--|--|--|--|
| ٧. | SOMMONS IN A CIVIL ACTION | | | | |
| Organic Plant Healthcare, LLC | CASE NUMBER: | | | | |
| TO: (Name and address of Defendant) | | | | | |
| Organic Plant Healthcare, LLC 626 W. Charles Street Matthews, North Carolina 28105 | | | | | |
| YOU ARE HEREBY SUMMONED and required to ser | ve on PLAINTIFF'S ATTORNEY (name: and address) | | | | |
| Bryan H. Opalko Lynn J. Alstadt Buchanan Ingersoll & Rooney PC One Oxford Centre 301 Grant Street, 20th Floor Pittsburgh, Pennsylvania 15219 | | | | | |
| an answer to the complaint which is served on you with this su | · · | | | | |
| | you fail to do so, judgment by default will be taken against you for the e on the parties to this action must be filed with the Clerk of this Court | | | | |
| CLERK | DATE | | | | |
| (By) DEPUTY CLERK | DATE | | | | |

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| OAO 440 (Rev. 8/01) Summons in a Civil Action | |
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| RETURN | OF SERVICE |
| Service of the Summons and complaint was made by me(1) | DATE |
| NAME OF SERVER (PRINT) | TITLE |
| | |
| Check one box below to indicate appropriate method of ser | vice |
| ☐ Served personally upon the defendant. Place where s | erved: |
| Left copies thereof at the defendant's dwelling house residing therein. | or usual place of abode with a person of suitable age and discretion then |
| Name of person with whom the summons and compl | aint were left: |
| ☐ Returned unexecuted: | |
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| ☐ Other (specify): | |
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| STATEMENT O | PF SERVICE FEES |
| TRAVEL SERVICES | TOTAL |
| DECLARATIO | ON OF SERVER |
| declare under penalty of perjury under the contained in the Return of Service and Statement of Sen | laws of the United States of America that the foregoing information vice Fees is true and correct. |
| Executed on | |
| Date Signature o | f Server |
| | |
| Address of S | Server |

(1) As to who may serve a summons see Rule 4 of the Federal Rules of Civil Procedure